

# THE MASSEUR

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## American Massage & Therapy Association Inc.

FORMERLY THE AMERICAN ASSOCIATION  
OF MASSEURS & MASSEUSES

ATTENDANCE AT'S OF  
MEETINGS 1962

OFFICIAL BULLETIN

JANUARY-FEBRUARY, 1962

DECATUR, ILLINOIS

## A. M. T. A. MEMBERS IN ACTION

### TWO PROUD MEMBERS

November 17, 1961 Phoenix, Arizona honored a distinguished citizen, United States Senator Carl Hayden, for fifty years service to his country. Senator Hayden is eighty-four years young.

There was a large motorcade in the afternoon terminating at the Westward Ho Hotel with thousands of people lining the streets.

That evening at the testimonial dinner there were exhibited flags from governors of forty-nine states, Canada, Mexico, and some ambassadors. President Kennedy gave a wonderful address at this \$100 a plate dinner. Accompanying the President were Vice President and Mrs. Johnson, Senator Mike Mansfield, Senate Majority Leader, Senator Clinton Anderson, and many others. It was a very gala affair.

Late that afternoon, a call was received by Mrs. Sprague from the White House Board and not the hotel because of Security reasons, requesting that Mr. and Mrs. Sprague go to the Westward Ho Hotel and give Vice President and Mrs. Johnson a Massage. The Spragues complied with the request and were sent directly to

the Vice President's suite, unescorted.

They deem it a great honor and a privilege to be chosen from our profession in this city. It is also an honor to the American Massage & Therapy Association since Mr. Sprague is President of the Arizona State Chapter and Mrs. Sprague is Secretary-Treasurer of the state chapter.

This proves that A.M.T.A. is made from members of good character and ability and everyone should work to maintain this prestige.

### SURPRISE WINNER

Gladys Howard, Registered Physical Therapist and Masseuse, was the surprise winner of a Cabin-site lot in the beautiful Alpine Village, Warren, Vermont, in the Green Mountains, near the National Forest, Season Resort; Hunting, Fishing, Hiking and Skiing.

Her name was selected from the Bob Kennedy Physical Fitness Program. Other winners were chosen from various sections to own lots in this Development Area.

Mrs. Howard is proprietor of Health Haven Inst., 119 Humboldt

Ave., Roxbury-Dorchester area. She is active in veteran, civic, church affairs.

### HEALTHY PEOPLE NOT CONCERNED

Despite the popularity of health and happiness, and the discussion of "national health" as a political issue, ordinary citizens seem to be more concerned about other things.

If health were really as important as people say it is, they could easily have a lot more of it.

Dr. Leona Baumgartner, Health Commissioner for New York City, gave some examples.

"We can cure an estimated one-half of all cases of cancer today by finding them soon enough and doing for them what we already know how to do, says Dr. Baumgartner. But the public has not responded to warnings about cancer symptoms. They prefer to wait for a "drug" that will cure them.

Diet and exercise changes would prevent or alleviate heart ailments.

Seat belts would prevent injuries and deaths in car accidents.

The list could go on and on, but

(Continued on Page 2)



## THE MASSEUR

Bimonthly publication of the  
American  
Massage and Therapy Association.  
formerly known  
American Association of Masseurs  
and Masseuses.

Published in Decatur, Illinois  
Charles W. Brooks, Editor  
3111 North Water Street



George D. Gammon, National President,

### PRESIDENT'S REPORT

Dear Friends—and I know you are friends or you wouldn't have elected me president for three years, you wouldn't have sent such beautiful and touching remembrances to add to my Christmas Joy.

You wouldn't have worked for the Association like you have if you didn't feel that you were among friends.

As we go into the New Year I am happy to report that we have about 550 members. That is more than we have ever had and we have a full half year to work on increase.

I am especially pleased to see the progress in some of the States where lack of enthusiasm had caused them to fall behind. We only have two lagging States and I will not name them as it might hurt someone's feelings. They know who they are and all I can

say to them is get on the ball. The members are there, it is up to you to get them in.

On my trip home from the last Convention I visited the most woe be gone Chapter I have ever seen. Everyone at the meeting had a defeatist attitude. They have had a bad deal, but giving up is not the solution. These poor people had accepted the deal that had been given them when all they had to do is to take heart, get enough members to bear weight with the Law Makers and then press for relief from their situation.

We are getting recognition. I have received calls from doctors asking where to send someone for study in massage therapy. I have received letters from members who have been checked out through our Washington Card Association and ordered to massage governmental dignitaries.

Several cute and instructive writeups have appeared recently in the newspapers regarding some of our members.

Our film is good public relations. Rent this film and show it to as many Service clubs as you can in the time allotted, then follow it by a question and answer period. Send a man to a woman's club and a lady to a men's club. They like that.

Have copies of Little Known Facts of Massage to give to each attending. It works.

We must have the "guts" to report every unethical operator and to get them out of business. One complaint will not work but organized complaints will.

I wish to personally thank you for your support to the Year Book which will be out very soon. I want to thank Anna Hoopes who has edited this Year Book and I know it will be the best ever as she has really worked at it.

I want to thank Anna B. White of Massachusetts for her fine work on membership.

I want to congratulate the committee handling the next Convention at Boston August 9-10-11-12.

They are already putting together a program that our members must not miss.

Start putting aside a dollar a day for the Convention and at Convention time you can have an extra vacation and LEARN SOMETHING.

To all I wish to again thank you and wish you all of the best for 1962. Our goal 700 members by the close of our fiscal year. It can be done. Let Us Go Forward and Do It.

### (Continued from Page 1)

like all health information it contains two kinds of advice: prevention and cure.

Most people can understand the need for a cure, but prevention takes time and even interferes with other activities. Besides, it's difficult for a healthy person to think about getting sick.

So, the doctors are in a bind. Until people start getting more sick, they won't be concerned about being more healthy.

### North Dakota, Nebraska Each Lose Member By Death

Mr. John Taves RMT of West Fargo, North Dakota, died on December 19, 1961. Grace Cotton RMT of Broken Bow, Nebraska, passed away. I don't have any dates or details further than this. Ed.

### WANTED:

Three masseuses not over 45 years. Must have diploma or written proof on one year experience. A good job in sunny Southern California. Guarantee commission, tips. Prefer at least one with colonic irrigation experience and some physical therapy. Write, wire or phone **George D. Gammon, 4355 N. Sierra Way, San Bernardino, Calif.**



## HOW TO IMPROVE ATTENDANCE AT YOUR MEETINGS

Attendance cannot be built through the efforts of the attendance committee alone. It is dependent on the efficient workings of every committee in your Chapter, and the failure of one or two to function properly can have a decidedly unfavorable effect. There is a reason for persistently poor attendance and only by seeking it out and correcting it can improvement be secured.

### PROGRAM

The first requisite for good attendance is a good program, one that is suited to the Chapter for which it is planned. A good method of feeling the pulse of your membership's tastes in programs is the keeping of careful records of attendance over a long period, and surveying the type of program which has produced the highest attendance percentages.

Your program chairman should be chosen with care. Plan your programs well in advance.

### SCHEDULED MEETINGS

Proper scheduling of the meeting is a good second requisite in promoting attendance. Meetings that are allowed to drag, that are overcrowded, or burdened with long announcements of introductions will kill interest in even the best programs. Clocklike punctuality in starting and closing, with brisk precision in dealing with details, will create a favorable impression for almost any program and will arouse a positive enthusiasm for a good one. A typed schedule showing the time to be given to each feature is a great help. Insist that every meeting start on time regardless of the number present.

### PUBLICITY

A third major requisite is adequate program publicity. Create "curiosity" as to the coming meetings program. See to it that your members know in advance of its attractiveness. Advance

notice should sell the program to your members and thus build up attendance interest.

### ACTIVITY

All committees have a responsibility. They should insure that the number of activities are carried out so that each of the members may take a definite active part in an activity which is of interest to him. Frequently some very little part in the work of a Chapter will awaken a dormant interest and create an enthusiastic member out of a lukewarm delinquent member.

### THE MEETING PLACE

One Chapter suffering poor attendance, notwithstanding worthwhile programs made a survey by means of a questionnaire. Fully one-third gave their reason for non-attendance as "gloomy place of meeting and poor food." Your house committee's responsibility in relation to the question of attendance is large. The question of a meeting place should come up for frequent review by those in charge of Chapter affairs.

### THE ATTENDANCE COMMITTEE

With all other committees functioning, there is still work for the committee on attendance. It is their particular job to keep the members constantly reminded of the next meeting and the necessity of their presence. The committee on attendance should be prepared to present extra methods, such as novel contests, stunts, etc., to stimulate the attendance of every member at every meeting.

### ATTENDANCE BOOSTERS

When offering a door prize draw the winner from the meeting previous, which assures that the member attends two meetings in succession.

Award prize to the fourth person who shakes hands with a certain member before the meeting starts.

The first four names drawn constitute a quartet which must sing and the fifth name is the

winner.

Award prize to member who can stand up and give the full name and address of all members present.

While prizes may not especially be effective to stimulate attendance they can be of value in promoting promptness.

Divide the membership into two teams. Make each team responsible for the attendance of the other.

Past President, by further co-operating, can be rewarded by giving him the chair for one-third of a meeting.

The ten club. A simple reward for each member attending ten consecutive meetings.

Don't overlook the New Member. Be sure that he is given something to do on some committee just as soon as he joins. Many members and much attendance is lost because not enough interest is shown in the new member.

If this helps your attendance, well and good, but you will never know unless you try it. It has worked for others. It should work for you.

### TREMENDOUS HELP AND UPLIFTMENT

On Every Page of This Book  
Happiness, Health, Mental-Spiritual  
Unfoldment "LIFE IS AS YOU GIVE IT" by  
Louis Conde-Lahissa, Dynamic  
Exponent of Power of Mind  
**E. GIBBS (compiler)**

IDEAL GIFT — ONLY \$2.00  
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## PUBLIC RELATIONS

Thomas R. Fink,  
Health Club Director  
Easton Area Y.M.C.A.  
Easton, Penn.

Dear Tom:

In answer to your request for cooperation and suggestions. Any organization is only as strong as its weakest member, but I do believe that if each member had a personal job to do we would grow in leaps and bounds. So, I submit the following suggestions not only to the Pennsylvania Chapter

ATTENDANCE FITS AT  
MEETINGS PAGE



but to all members nationally.

1. For each Chapter to block off its State into districts, with each district having its own Chairman, appointed by the local Chapter President. The Chairman in the district selects his or her own working committee and to give to the Chapter President a written report on the progress made in that district.

2. For the Chapters, who are interested in legislation, to have printed a form letter to be distributed to its members for signing by their patrons for a pre-arranged time and then returned to a legislative committee.

3. For the Chapter President to appoint a committee to visit and speak to prospective members or local clubs on the benefits of Massage and A.M.T.A.

4. To our Senior members, who have given many years of practice, an appointment to an advisory board and if they so desire may conduct clinics throughout the State and if no Chapter, expenses paid by the National. Giving all members the benefit of their experience and wisdom.

5. To develop the film fund, members who are Home Movie Fans, produce all or part of a Massage treatment to be submitted to an examining board for compiling a complete film or library of films. I bet you will have a lot of fun!

6. To bring before the National Executive Board the proposal to expand and elaborate the bi-monthly publication, THE MASSEUR.

Considering all the aspects and variations of the above basic proposals or suggestions, each members should be able to come forward with his or her contribution for the strengthening and guidance of the Association to your Public Relations Director. He needs the backing of the whole membership.

It is with this thought in mind that I ask you to publish this letter in the Masseur.

Wishing you and the Associa-

tion, with peace profound, a most prosperous NEW YEAR!

Sincerely,

Harold R. Ackerman, M.T.

It is gratifying to see a new member taking so much interest and at the same time trying to get us members to think more in cooperating with the officers to make a better working organization of A.M.T. Thank you Harold.

## FOR SALE

You can obtain your approved textbook for association members — Kimble and Gray, Anatomy for Nurses.

Ask for book list FREE from

**DR. OTIS J. BRIGGS**

214 E. ST. JOSEPH STREET  
INDIANAPOLIS 2, INDIANA

## Hi Neighbors! You-All Come to Quad State Jamboree

The meeting of the Wisconsin A.M. & T.A. was called to order at 2:00 P.M. on Dec. 10, 1961 by our President, Mrs. Anne S. Bergholz. Eight members and two guests were present. There was a discussion of a Massage School to be started in Milwaukee in conjunction with Milwaukee Vocational School by Mrs. Bergholz. She also gave a brief discussion of the book—"Stay Younger Longer" by Linda Clark.

The Quad State Meeting of the A.M. & T.A. will be held April 28th and 29th, 1962 at the Plankinton Hotel in Milwaukee. Registration will be from 8:30 A.M. to 10:00 A.M. both days. The Registration fee will be \$7.50 which will include the Sunday buffet luncheon.

Mr. James Moher, Milwaukee Fire Chief, will speak on: "Civil Defense." Detective Lang of the Milwaukee Narcotic Squad, will speak on "Narcotics and Its Effect on American Society." Dr. R. J. Dennis, D.O., will speak on "The Relationship Between Doctors and

Therapists." Mrs. Ethel Krienen, a registered nurse, will speak on "Alcoholism" and Mrs. Pearl Tiesen will discuss "Nutrition and Organic Gardening."

All Wisconsin members of A.M. & T.A. will participate in the workshop program. On Saturday evening members will be free to do as they please. We are planning entertainment and dinner at the Empire Room of the Schroeder Hotel Saturday evening for those who wish to attend.

I am sure you will agree that we have a group of outstanding and qualified speakers who will discuss very timely and interesting subjects.

If you fail to attend this Quad State Meeting in April, you will hate yourself the rest of your life. You will be the loser!

Don't be a loser!! We'll see you at the A.M. & T.A. Meeting in Milwaukee, April 28th and 29th.

After arrangements were completed for the Quad State Meeting of the A.M. & T.A., a Christmas party was held for the members and their families at the John Ernst Restaurant in Milwaukee.

Sincerely yours,

Frank Persitz, Jr.

Secy.-Treas. Wisconsin Chapter

## MICHIGAN

A seminar was held at the Bernarr Macfadden Hotel in Dansville, New York from Sept. 25 to Oct. 5, 1961 under the direction of Mid-Western University and Dr. E. M. Ownen, president. The seminar was attended by osteopaths, chiropractors, naturopaths, homopaths, massage and physical therapists.

The lectures mainly covered how to treat, nature's way. This information was covered a great deal with natural foods and herbs. An herb walk was planned. Dr. Mariposa Hayes, author of the "Hollywood Glamor Cookbook" was chosen to lead the walk and to point out the various herbs



and their uses. Dr. Hayes tells how to cook with herbs in her book. However, this part of the program had to be cancelled due to three days of rain.

Dr. Edna Brown, a naturopath doctor from Texas and Missouri gave lectures on arthritis, ulcers, heart and polio. Dr. Ownen also gave information on the same subjects.

Dr. Alice Chase, author of "Nutrition for Health," lectured on cancer and told of cures for many conditions as a result of nature's way of treating. Dr. Chase has a health sanatorium in Spring Valley, N. Y., where she treats various conditions with very good results. Her book is very enlightening to a new way of eating your way to better health.

Our own AMTA, member Dr. Lynn Radcliff gave demonstrations on chiropractic and massage treatments.

Upon returning home Sunday a front page article appeared in the Detroit News concerning the American Medical Convention at their meeting declaring food therapy as quackery. The TRUTH is that it is just too GOOD.

We were told at Dansville that the A.M.A. association ethical commission spent about 1½ million dollars in the state of Texas last year to have naturopath doctors outlawed.

This shows us why all massage people must proceed with state licenses.

Sincerely,  
Emma Veenstra  
15139 Grand River,  
Detroit 27, Mich.

## Minutes of Missouri Chapter Meeting

The Missouri chapter A.M.T.A. held their regular meeting Dec. 10 in Kansas City, Mo. A workshop was held on Saturday night. However, due to a sudden snow storm, only four hardy members and one visitor were present. Many ideas were exchanged and

technique was practiced.

On Sunday only four members and two visitors were present. In the absence of the President, Vice-President Burns conducted the business meeting. Minutes of previous meeting and treasury report read and approved.

Mr. Burns now gives Whirlpool Bath Therapy and told about his treatments and methods. Also treatment of arthritis, sciatica, and constipation discussed.

Mr. Burns and Mr. Hodgson told about their pending conference with the Director of Welfare in Kansas City, regarding the enforcement of Massage ordinances, etc. They explained the plans they will present to the Director. These include a Massage Board for Kansas City. We are trying to clean things up here and get the Massage Profession on a higher and more respected plane. Don't know what the outcome will be but we will give it a good try.

We enjoyed a fried chicken dinner at noon. Sure was good.

Plans for our next meeting are indefinite.

W. L. Hodgson, Sec-Treas.

## ILLINOIS CHAPTER

The December A.M.T.A. meeting was held in Chicago at the new and beautiful offices of our president, Martin Weinrich, Maria Glowacki, and Irene Knusta.

The meeting was called to order by Martin Weinrich. The minutes and usual reports were read by Secy.-Treas. K. L. Reid.

A report on insurance coverage for the entire Association was given by Roy Kruegar, and Florian Krass will check into this and give a full report next meeting.

A short talk was given by Dr. Chas. Brooks concerning the National Health Federation magazine and all members interested can acquire a subscription to this magazine by contacting Dr. Brooks.

Motion was made and seconded to purchase a tape on Nutrition,

which can be used and then sold to the national organization.

An education film "Nerve Block" was shown and proved to be interesting to all.

Fourteen members and seven guests were present.

Thanks to Martin Weinrich, Maria Glowacki, and Irene Knusta for the most delicious banquet that was served and enjoyed by all.

A new member was introduced: Mr. Russell Smith.

Next meeting to be held at the Hotel Jefferson, Peoria, Ill. on Feb. 25, 1962.

Meeting adjourned.

K. L. Reid, Secy.

## INDIANA

Meeting called to order at 10:35 A.M. President Lowell M. Spangle presiding.

Invocation by our chaplain Nelle Towe.

President Spangle asked each to stand and introduce themselves since we had some new faces with us.

Mr. Stoller read the minutes of our last meeting held at the Hobby Ranch House on Saturday, September 9, 1961, in Fort Wayne, Indiana. Accepted as read.

Mr. Stoller gave the financial report. Accepted as read.

Committee reports: Ways and Means, no report. Schools and Colleges, no report. Membership, Earl Schofield and Catherine Holland reported briefly. Earl has talked to 10 prospective members. Convention Planning, Pete Rittenhouse reported that we have a bang up state convention coming up. The tentative dates are June 9 and 10, 1962. Legislative, George Stoller reported briefly, that the ground work is being laid for what we hope will be a successful campaign for a massage bill in 1963. Auditing, Sylvester Keever reported briefly.

George Stoller reported on the progress we are making in regards to an insurance group plan for our Indiana members.

There was some discussion on

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the suggestion of holding a combined convention of the massage therapists and the naturopaths. We have decided to hold our separate conventions yet this year.

Catherine Holland reported that several community centers have contacted her in regards to getting massage therapists to work on their staffs.

It was suggested that we get car banners or bumper stickers made up to display on our automobiles, advertising or promoting the AMTA and massage therapy. George Stoller agreed to get the information together for us.

It was suggested that we suggest four or five places for our next meeting place and then take a vote on them, and decide on the one getting the highest number of votes. The five places suggested were Kokomo, Indianapolis, Gary, Frankfort, and Fort Wayne. The majority favored going to Frankfort. The next meeting will be held at Frankfort on Saturday, January 13, 1962. Our host for the meeting, Mr. Sylvester Keever, is to make all the necessary arrangements for the meeting.

We recessed for dinner at 12:35 a.m. We had a very good smorgasbord dinner.

We reconvened at 1 P.M. We had a very short talk on steam cabinets by Mr. Francis McLocklin of National Health System of Plymouth, Ind.

We next had a talk by Mr. Arthur Chaney of the Woodmen Accident & Life Company on a group insurance plan. He gave us a very complete report. Many questions were asked and a genuine interest was shown by all.

Mr. Harold Machamer next gave us a very interesting lecture and demonstrations on the Nimbo Nerve System. This was thoroughly enjoyed by all present.

We next discussed at length things we could do to raise the prestige of our profession. We adjourned at 3:50 P.M. It was a very interesting meeting.

Respectfully submitted,

George W. Stoller

## KANSAS

Our thanks to the Personal Department and the cooks, of the Broadview Hotel, Emporia, Kansas, November 12.

Meeting called to order by our President Mr. Gray.

Invocation by Mrs. Rebecca Burns.

Kathryn Hunt, secy treas. reports read and accepted. Correspondence read. Mr. Babenererde moved that each member pay one dollar for a full page ad and the Association a \$7.50 ad for our year book. We extend our thanks to our guests who also gave us a buck.

Our first speaker of the afternoon was Dr. R. C. Cowan, who is president of The American College of Natural Healing Arts, Inc. Chartered under the laws of Kansas, also his school is approved by our own National A.M.T.A.

Subject: Practitioner-Patient Relationship. Highlights: The practitioner-patient relationship will become mutually stable and satisfactory with an equal distribution of power and prestige between the patient and the practitioner, as the practitioner exercises a genuine heart-felt human interest in the human interests and human aspiration of his human patient.

Our second speaker—Dr. Naomi Cowan, B.D., PHT. Subject: Medical Vocabulary and Its Importance to the Practitioner. In closing, she quoted from Susan Ertz, in her novel, Madame Claire, made Madame Claire write to a sick friend: "I am so sorry you are feeling less well. How is the phlebitis? No one ought to suffer from anything with such a pretty name. Did you ever stop to think that the names of diseases and the names of flowers are very similar? For instance, I might say, Do come and see my garden. It is at its best now, and the double pneumonias are really wonderful. I suppose the mild winter had something to do with that. I am very proud of my trailing phlebitis, too, and the

laryngitises and the deep purple quinsies are a sight to behold. The bed of asthmas and malaras that you used to admire is finer than ever this summer, and the dear little dropsies down by the lake make such a pretty showing with the blue of the anthrax border behind them."

Our next subject, Nutritional Therapy, by Dr. Pearl Hankins. All I can report on this subject, we will have to have a special meeting with Dr. Pearl Hankins for questions and answers. And we will at that time be eager beavers to hear the story of the Bread.

Our work shop, by Dr. R. W. Hankins, Reflex Therapy. We really did have a wonderful workshop with you Doctor.

Greetings to our new members:

Mary Richey, Aqua Therm., Mr. Babenererde, Health Services Director, Y.M.C.A., Wichita, Kansas. Licensed with the Florida Board of Massage since 1946.

German Certification in 1929. Mr. Lowen, graduate of Kansas City College of Swedish Massage. Mr. Lowen has his own business in Marion, Kansas.

Mr. Don Rankin, graduate of the Kansas City College of Swedish Massage. Mr. Rankin has his own business in Kansas City, Kansas.

Mr. Mosley of Humbolt has been a member for some time but this is the first time we all have been able to meet him. We hope you enjoyed our meeting and will enjoy working with us. We do have lots of work to be done in Kansas.

Della Nickel leaves a wonderful thought with us and may we all use it for the theme of our New Year.

The thing that goes the farthest toward making life worth while, that cost the least and does the most, is just a pleasant smile. It's full of worth and goodness too, with genial kindness plent; It's worth a million dollars, and doesn't cost a cent.

Sincerely, Catherine Adams.



## 'We Will Rub Your Woes Away,' Masseuses In Decatur Say

By Sandra Sulenski

Of the Herald and Review Staff  
Depressed? Nervous and tense? Getting a little plump around the waist?

If so, perhaps your disposition or waistline might benefit from a massage.

For various masseuses in Decatur say there is nothing like a good rub down to make a gloomy day seem brighter or to remold a bulging shape.

A few massages can help a person relax, aid circulation, take away unwanted inches, relieve pain, headaches and joint ailments and cheer up a dismal mental attitude, one masseuse said.

It even helps curb big appetites and enable bed tossers to snooze, she allows.

Also, gigantic problems are easier to solve.

"When a person feels good, he can face anything," she concluded.

And a massage, when correctly applied, enables a person to do just that, agreed a second masseuse.

### Stimulation

"It stimulates many of the body functions, such as the nervous, lymphatic and digestive systems and causes the blood to circulate faster, enabling clearer thinking."

However, most masseuses will agree that no ethical practitioner of massage will ever attempt to diagnose anyone's condition.

The second masseuse says years of working with people have revealed that the majority of depressed persons who benefit most from massage are suffering from self-pity or jealousy.

"Depression and tension can cause high blood pressure, heart trouble, over-eating, under-eating and alcoholism.

"And the big, fat fellow isn't always the happy-go-lucky individual he's made out to be. He can be a real sourpuss just like anybody else."

Aside from erasing the blues, a massage along with a low calorie diet prescribed by a physician, is an excellent aid in reducing, one of the masseuses said.

All a person has to do is just lie there while the masseuse pounds, kneads and rubs the inches away.

What's really happening is that the fatty tissues of the body are being broken down and the body firmed.

"It's the rhythm of the hands that makes a massage feel so good," one said. "And there is no machine that can compare with the human hand."

Inches go down faster than pounds and the body can be molded into a more perfect shape by spot reducing.

Or, if it's a little building up that a person wants, he too can benefit from massage and exercise, it was contended.

### Reducing Gym

Or, if a person wants to do most of the work himself, he can work out in a reducing gymnasium during his more energetic moments.

This might include a few bumps on the electric roller, a few shakes with a vibrating belt, a ride on a bicycle and a couple calisthenics on a sit-up board.

One helpful hint for the reducer given by a masseuse is that sponge or rubber garments bring about size reduction since they create perspiration.

Also, facials relax the muscles causing a decrease in the number of new wrinkles formed.

A steam bath will not only relieve pain but will open the pores in the skin, decreasing the amount of toxic liquids in the body—thus, clearing the skin.

They also relax the muscles so that it is easier to give massage, especially for joint ailments.

Mental anxiety can be lessened by placing the person in a steam cabinet which produces alternate flows of cold and hot water. This is known as hydro-therapy.

All in all, it seems that a trip to a bath and massage house

could be the cure for whatever it is that happens to be ailing you

## DR. OTIS J. BRIGGS

214 E. ST. JOSEPH STREET  
INDIANAPOLIS 2, INDIANA

A manuscript size booklet giving valuable scientific information for all interested workers along Drugless therapy methods. This is arranged with information, questions and answers for many interesting subjects. A fine review booklet for the busy therapist who wants to gain information by studying the important features about some body structures and their part in the role of drugless therapy methods. Information upon request. No obligation. Write distributor.

## LAZY PEOPLE'S WORLD

For lazy people who hate to get up in the morning and hate to take exercise there's a new kind of alarm clock. It doesn't make any noise, just wakes you up with a gentle massage, which takes the place of self-inflicted exercise, too. It's a sort of pad, on which you lie while sleeping, and on which you rely to get you to work on time, feeling as fit as if you'd done three turns around the park before breakfast.

It's a wonderful world for lazy people.

## GEMS OF WISDOM.....

A little 4-year-old girl and a little 3-year-old boy walked hand-in-hand up to the front door of a neighbor's house. Standing on her tip-toes, the little girl was just able to reach the doorbell. The lady of the house asked the little girl what it was she wanted, and the little girl said, "We're playing house. This is my husband and I am his wife. May we come in?"

Thoroughly enchanted by the scene confronting her, the lady said, "By all means, do come in." Once inside, she offered the children lemonade and cookies which they graciously accepted. When a second tall glass of lemonade was offered, the little girl refused by saying: "No thank you. We have to go now. My husband just wet his pants."

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Send all ads and checks to:

Office of Public Relations

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**FORGIVE ME WHEN I WHINE**

Today upon a bus, I saw

A lovely maid with golden hair;

I envied her—she seemed so gay

And oh, I wished I were so fair.

When suddenly she rose to leave,

I saw her hobble down the aisle;

She had one foot and wore a

crutch,

but as she passed a smile.

Oh God forgive me when I whine;

I have two feet—the world is mine.

And when I stopped to buy some sweets,

The lad who served me had such charm.

He seemed to radiate good cheer

His manner was so kind and warm.

I said, "It's nice to deal with you  
Such courtesy I seldom find."He turned and said, "Oh, thank  
you sir,"

And then I saw that he was blind.

Oh, God forgive me when I whine;

I have two eyes—the world is mine.

Then, when walking down the street

I saw a child with eyes of blue.

He stood and watched the others play;

It seemed he knew not what to do

I stopped a moment, then I said;

"Why don't you join the others,  
dear?"

He looked ahead without a word.

And then I knew; He could not hear.

Oh, God forgive me when I whine;

I have two ears—the world is mine.

With feet to take me where I'd go,

With eyes to see the sunset's glow

With ears to hear what I would know.

I'm blessed indeed. The world is mine;

Oh, God, forgive me when I whine.

Anon

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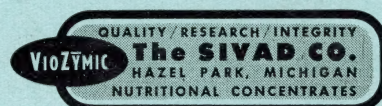
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